LAW OFFICES

One Arizona Center 400 East Van Buren Phoenix, Arizona 85004-2202 (602) 382-6000 Fax: (602) 382-6070 www.swlaw.com

RECEIVED **CENTRAL FAX CENTER**

MAR 0.6 2006

PHOBNIX, ARIZONA

TUCSON, ARIZONA

IRVINE, CALIFORNIA

SALT LAKE CITY, UTAH

DENVER, CULORADO

LAS VEGAS, NEVADA

FACSIMILE TRANSMISSION

DATE:

March 6, 2006

TIME IN: TIME OUT:

Naire	lax Number	Phone Number
Mail Stop AMENDMENT	571-273-8300	
Commissioner for Patents		

FROM:

Howard Sobelman

PHONE:

602-382-6228

RE:

U.S. Serial No. 09/882,368

MESSAGE: -

Amendment and Reply (6 pgs.)

Thank you.

Howard Sobelman

Please confirm receipt of this facsimile.

ORIGINAL DOCUMEN".:

Will not be sent

NUMBER OF PAGES (Including Cover):

CONFIRMATION NO.:

CLIENT MATTER NO.:

70655.7900

PLEASE RETURN TO:

Debbie Mier 15s04 PERSONAL FAX:

No

REQUESTOR:

Howard Sobelman

DIRECT LINE:

602-382-6228

IF YOU HAVE NOT PROPERLY RECEIVED THIS TELECOPY, PLEASE CALL US AT (602) 382-6075. OUR FACSIMILE NUMBER IS (602) 382-6070.

THE INFORMATION CONTAINED IN THIS FACSIMILE MESSAGE IS ATTORNEY PRIVILEGED AND CONFIDENTIAL INFORMATION INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY NAMED ABOVE. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT. OR THE EMPLOYEE OR AGENT RESPONSIBLE TO DELIVER IT TO THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION. DISTRIBUTION OR COPYING OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR. PLEASE IMMEDIATELY NOTIFY US BY TELEPHONE, AND RETURN THE ORIGINAL MESSAGE TO US AT THE ABOVE ADDRESS VIA THE U.S. POSTAL SERVICE. THANK YOU.

RECEIVED CENTRAL FAX CENTER

Certificate of Transmission under 37 C.F.R. § 1.8

MAR 0 6 2006

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office at (571) 273-8300 and is addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450,

Alexandria, VA 22313-1450, on:

Date: March 6, 2006

Par.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

<u>PATENT</u>

Applicants:

Aliabadi, et al.

Docket No.:

70655.7900

Serial No.:

09/882,368

Examiner:

Gart, Matthew S.

Filed:

June 15, 2001

Group Art Unit:

3625

Title:

UNIFIED PRODUCT

Confirmation No.:

6711

Title:

DIMEDIA COLO GUETTE

PURCHASING SYSTEM

AND METHOD

AMENDMENT AND REPLY

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the Office Action dated December 5, 2005, of which this Reply is within the shortened three month statutory period for reply, please consider the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.

AXP Maπer No.: 200401680